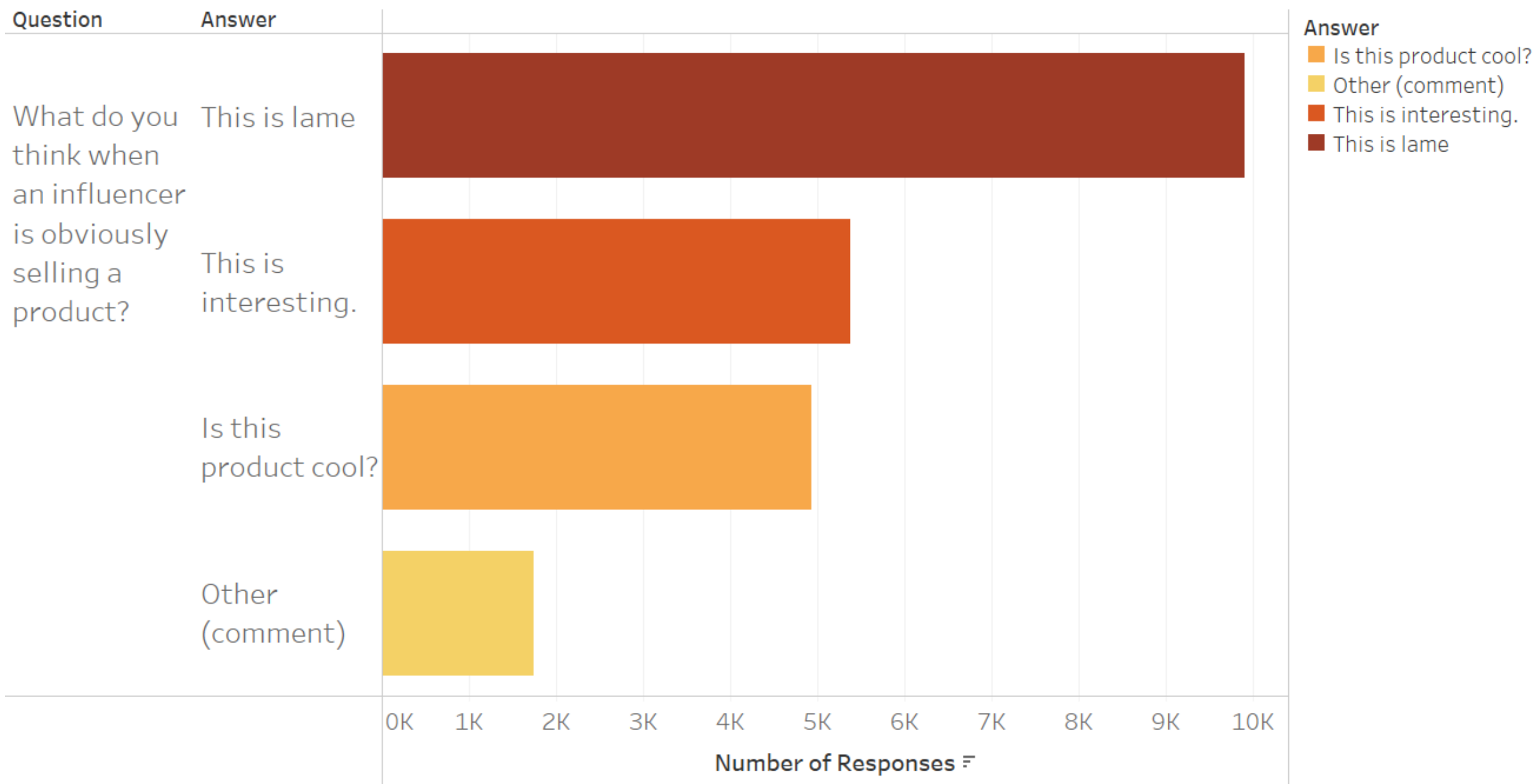


Final Project

File created on: 12/4/2023 12:42:14 PM

What is the most common reaction users have from being influenced?



Sum of Count for each Answer broken down by Question. Color shows details about Answer. The view is filtered on Question, which keeps What do you think when an influencer is obviously selling a product?.

Table Calculation For Reactions

Question	Answer	% of Total Count	
What do you think when an influencer is obviously selling a product?	This is lame	45.12%	
	This is interesting.	24.48%	
	Is this product cool?	22.45%	
	Other (comment)	7.96%	
Grand Total		100.00%	

% of Total Count broken down by Question and Answer. Color shows % of Total Count. The marks are labeled by % of Total Count. The view is filtered on Question, which keeps What do you think when an influencer is obviously selling a product?.

What are the top social media platforms that influence online shoppers?

Question

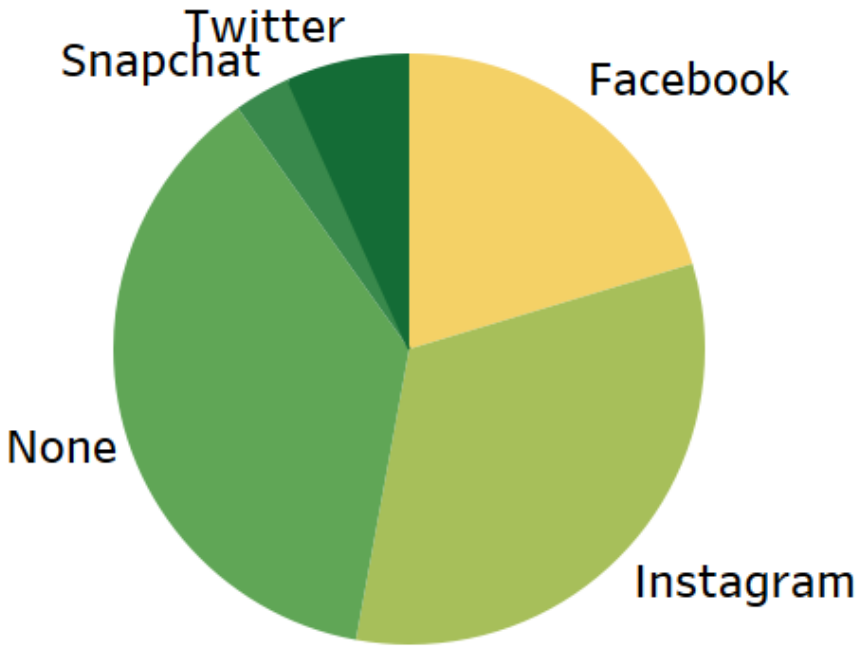
Number of Responses

50,770

Answer

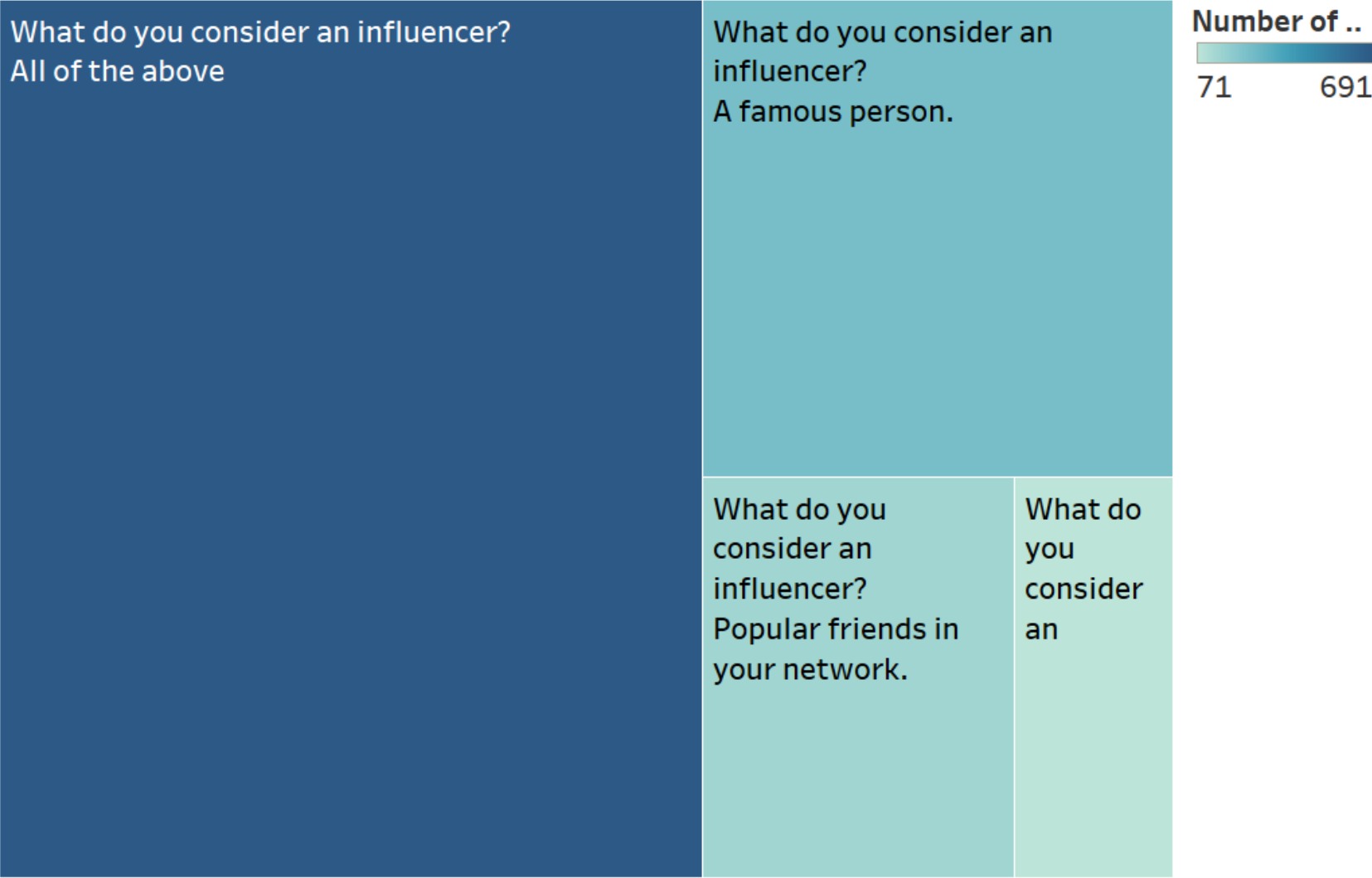
- Facebook
- Instagram
- None
- Snapchat
- Twitter

What social platform has influenced your online shopping most?



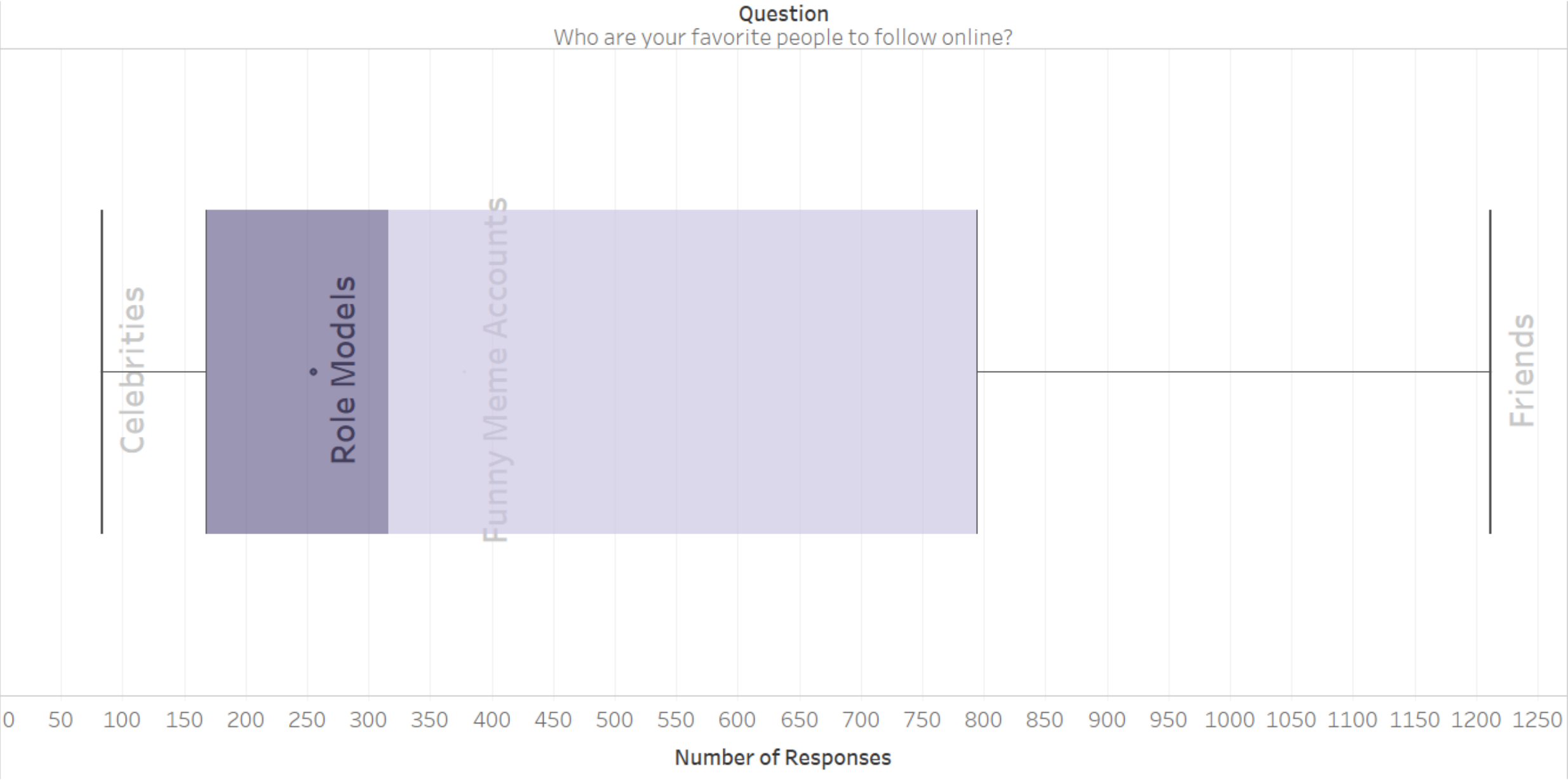
Answer broken down by Question. Color shows details about Answer. Size shows sum of Count. The marks are labeled by Answer. The view is filtered on Question, which keeps What social platform has influenced your online shopping most?.

How do users most commonly characterize a social media influencer?



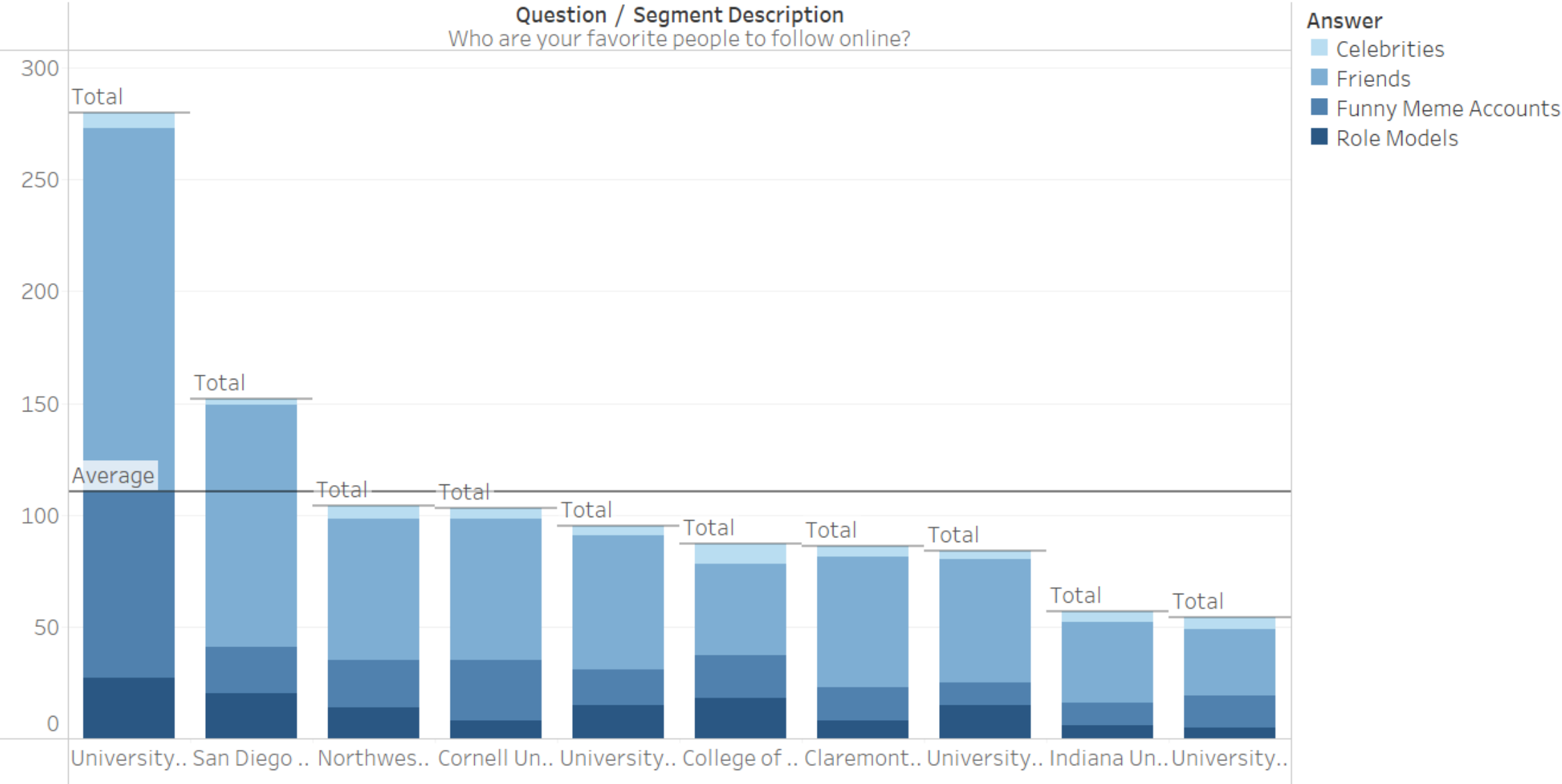
Question and Answer. Color shows sum of Count. Size shows sum of Count. The marks are labeled by Question and Answer. The data is filtered on Segment Description, which keeps 169 of 345 members. The view is filtered on Question, which keeps What do you consider an influencer?.

What are social media users' favorite types of accounts to follow?



Sum of Count broken down by Question. The marks are labeled by Answer. Details are shown for Clusters. The data is filtered on Segment Description, which keeps 216 of 345 members. The view is filtered on Question, which keeps Who are your favorite people to follow online?.

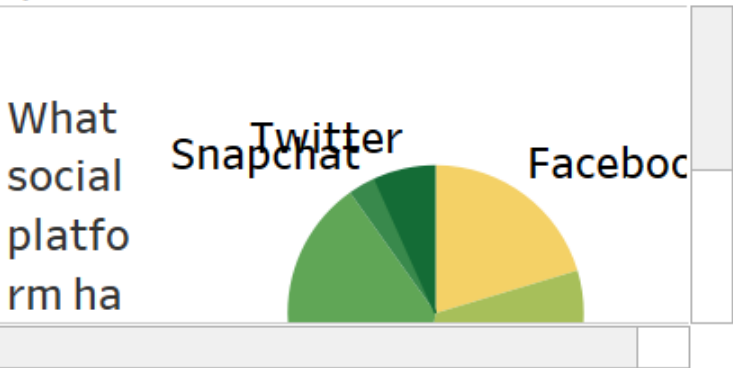
Top 10 Colleges With the Most Responses' for Favorite Types of Accounts to Follow



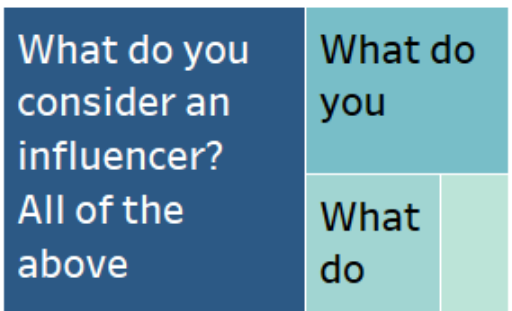
Sum of Count for each Segment Description broken down by Question. Color shows details about Answer. The view is filtered on Question and Segment Description. The Question filter keeps Who are your favorite people to follow online?. The Segment Description filter keeps 84 of 345 members.

What are the top social media platforms that influence online shoppers?

Questi..



How do users most commonly characterize a social media influencer?



Answer
Is this prod..
Other (com..
This is inter..
This is lame

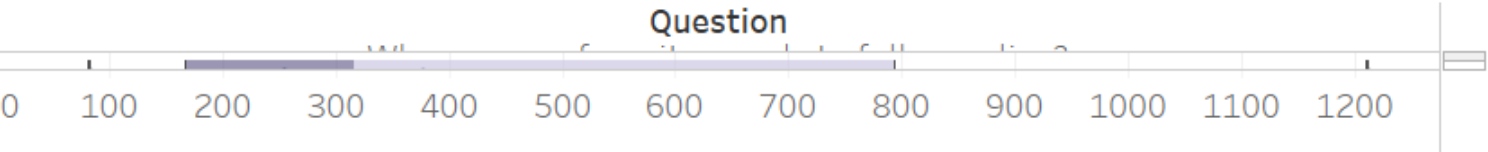
Number of Res..
50,770

Number of ..
71 691

What is the most common reaction users have from being influenced?



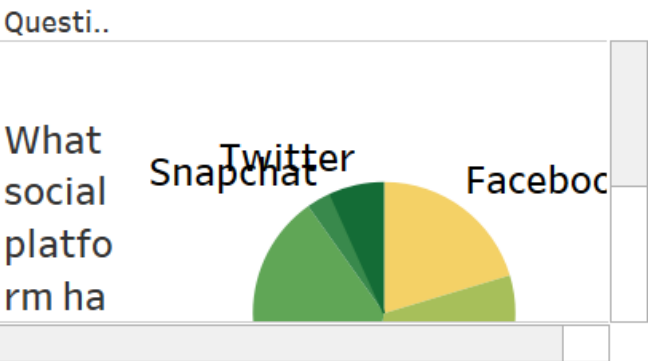
What are social media users' favorite types of accounts to follow?



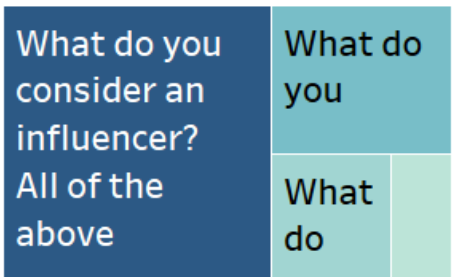
Social Media Influencer Story

Social Media Influencer Dashboard	What are the top social media platform..	What are social media users' favorite types ..	Top 10 Colleges With Most Responses	How do users most commonly characteri..	What is the most common reaction use..	Table Calculations For Most Common Reacti..
-----------------------------------	--	--	-------------------------------------	---	--	---

What are the top social media platforms that influence online shoppers?



How do users most commonly characterize a social media influencer?



Answer

- Is this prod..
- Other (com..
- This is inter..
- This is lame

Number of Res..

50,770

Number of ..

71 691

What is the most common reaction users have from being influenced?



What are social media users' favorite types of accounts

Social Media Influencer Story

Social Media
Influencer Dashboard

What are the top
social media platform..

What are social media
users' favorite types ..

Top 10 Colleges With
Most Responses

How do users most
commonly characteri..

What is the most
common reaction use..

Table Calculations For
Most Common Reacti..

Question

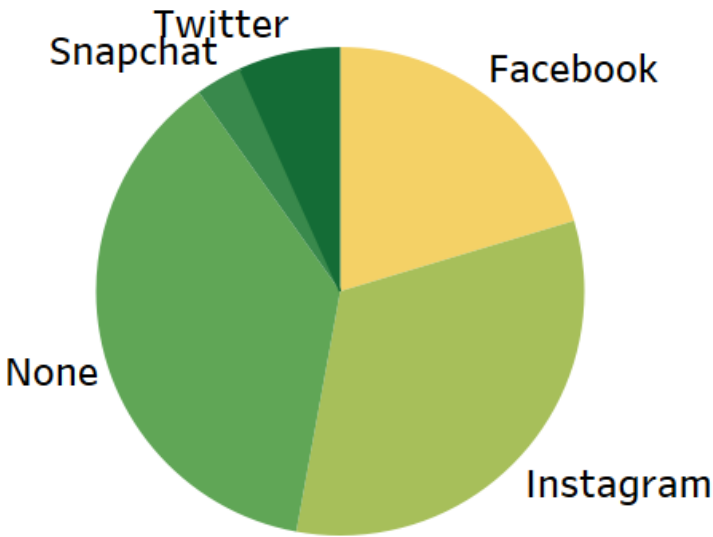
Number of Resp..

50,770

What social
platform
has
influenced
your online
shopping
most?

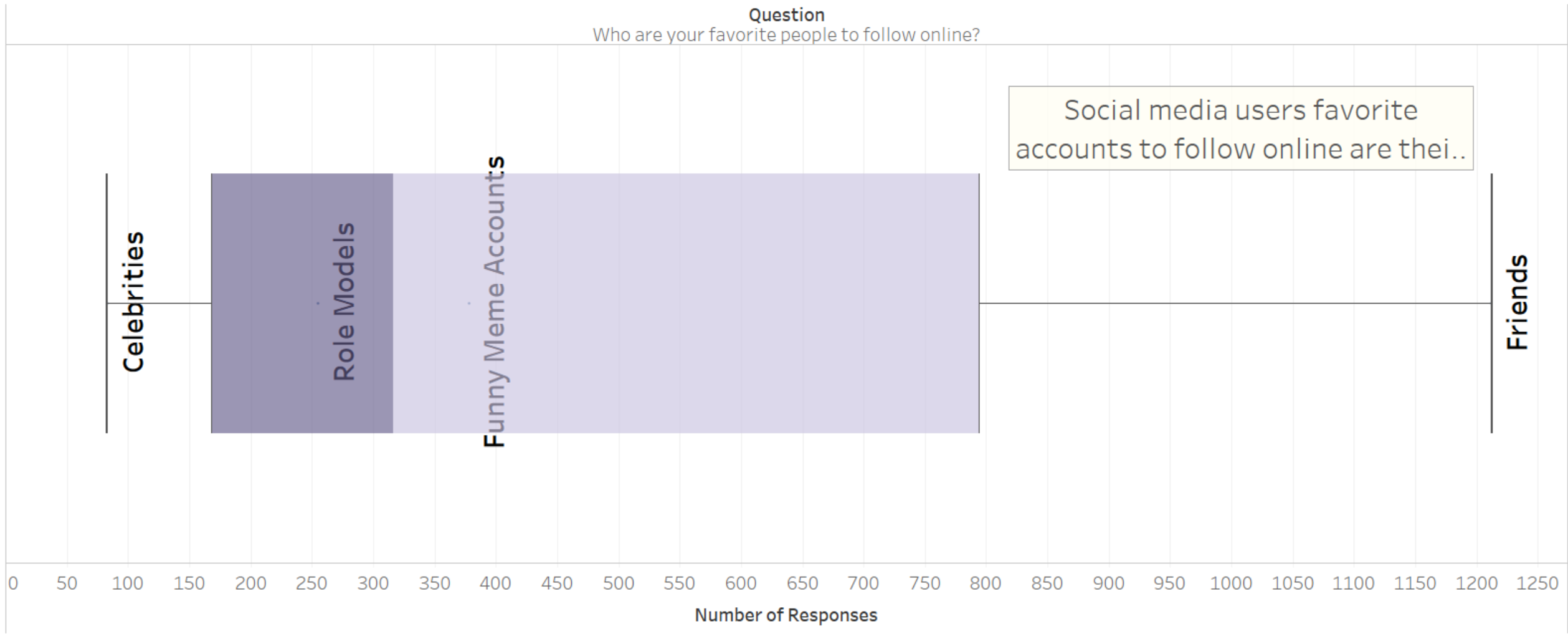
Answer

- Facebook
- Instagram
- None
- Snapchat
- Twitter



Social Media Influencer Story

Social Media Influencer Dashboard	What are the top social media platform..	What are social media users' favorite types ..	Top 10 Colleges With Most Responses	How do users most commonly characteri..	What is the most common reaction use..	Table Calculations For Most Common Reacti..
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Social Media Influencer Story

Social Media
Influencer Dashboard

What are the top
social media platform..

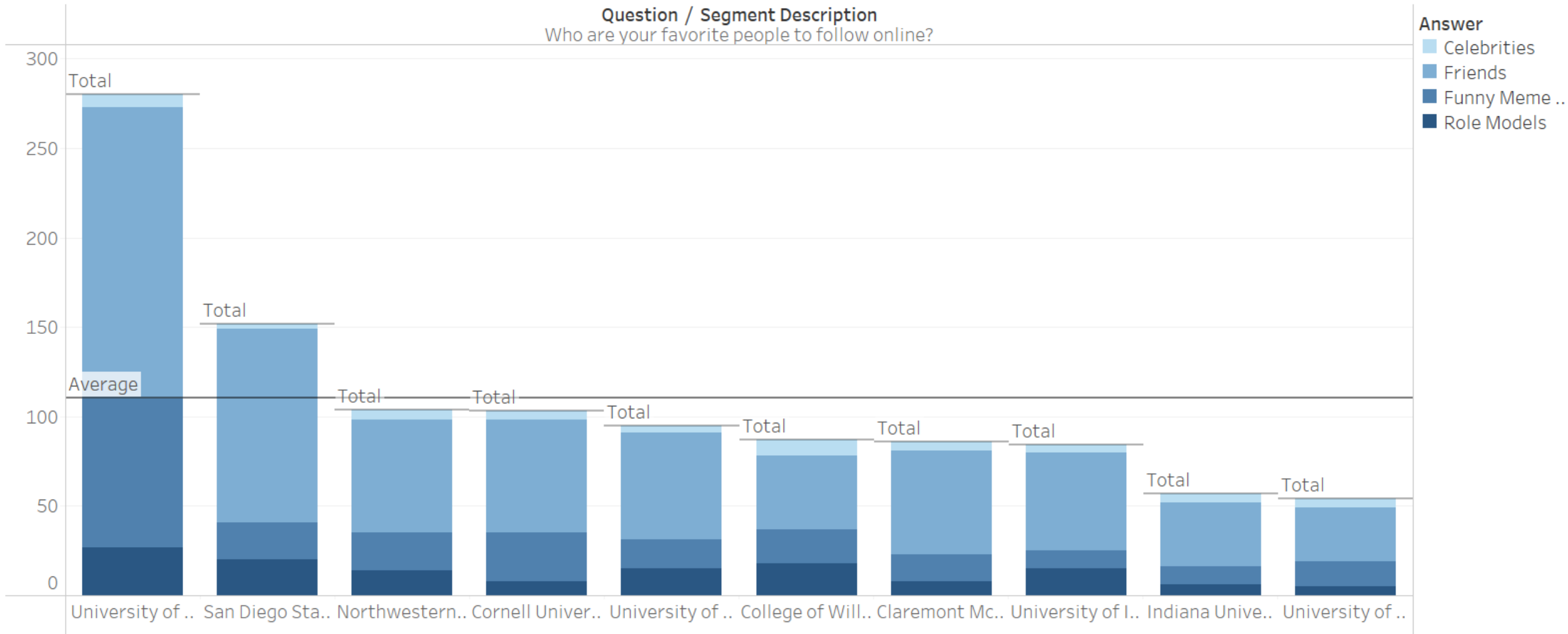
What are social media
users' favorite types ..

Top 10 Colleges With
Most Responses

How do users most
commonly characteri..

What is the most
common reaction use..

Table Calculations For
Most Common Reacti..



Social Media Influencer Story

Social Media Influencer Dashboard	What are the top social media platform..	What are social media users' favorite types ..	Top 10 Colleges With Most Responses	How do users most commonly characteri..	What is the most common reaction use..	Table Calculations For Most Common Reacti..
-----------------------------------	--	--	-------------------------------------	---	--	---

What do you consider an influencer?
All of the above

What do you consider an influencer?
A famous person.

What do you consider an influencer?
Popular friends in your network.

Number of R..
71 691

The number of repsonders is reflected by the shade of blue.

What do you consider an influencer?
Someone with a lot of social media followers.

Social Media Influencer Story

Social Media
Influencer Dashboard

What are the top
social media platform..

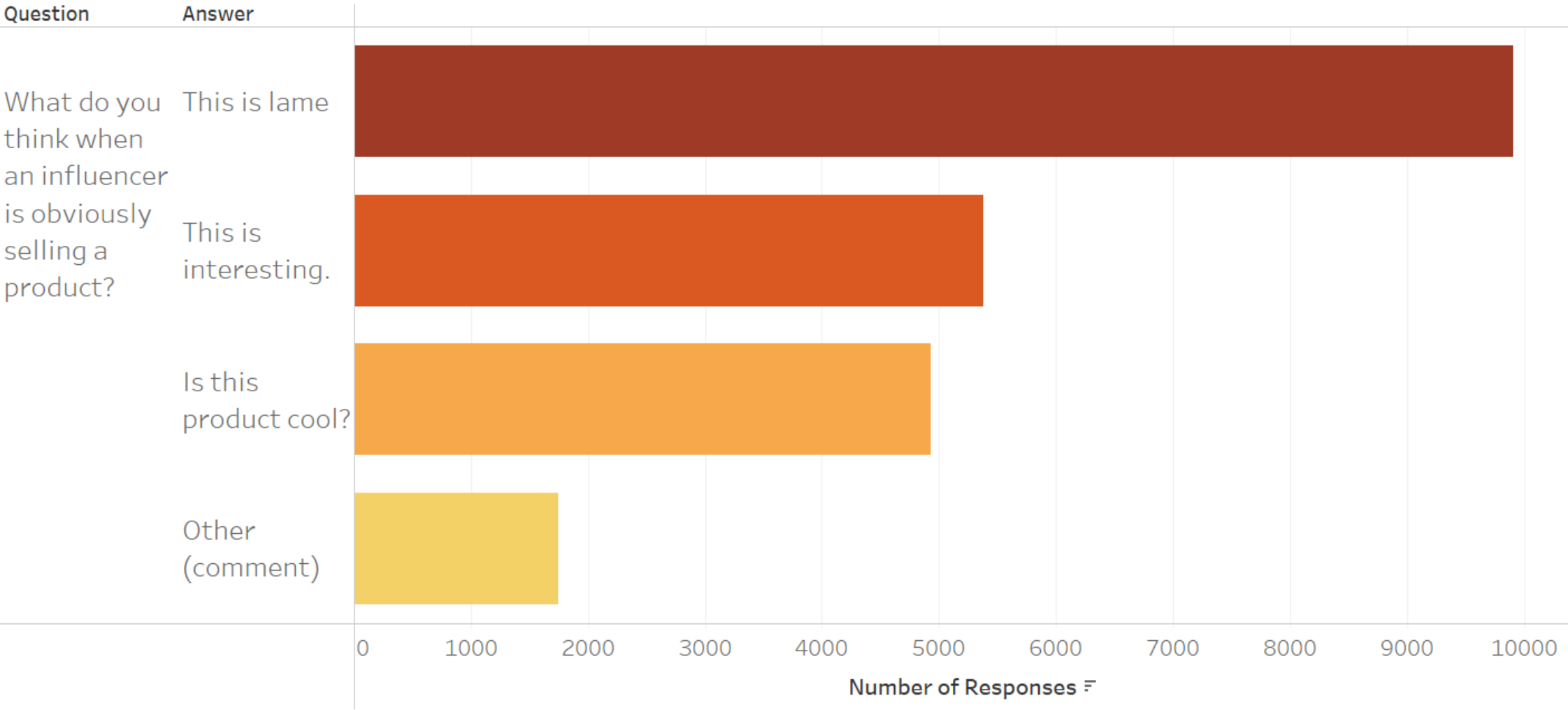
What are social media
users' favorite types ..

Top 10 Colleges With
Most Responses

How do users most
commonly characteri..

What is the most
common reaction use..

Table Calculations For
Most Common Reacti..



Answer

- Is this produc..
- Other (comm..
- This is intere..
- This is lame

Social Media Influencer Story

Social Media Influencer Dashboard	What are the top social media platform..	What are social media users' favorite types ..	Top 10 Colleges With Most Responses	How do users most commonly characteri..	What is the most common reaction use..	Table Calculations For Most Common Reacti..
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